

RNB RETAIL AND BRANDS

RNB's sales in December 2009

RNB's total sales in proprietary stores in December 2009 amounted to SEK 377.3 M, compared with SEK 368.4 M in the corresponding month a year earlier, which is an increase of 2.4%.

Sales in comparable stores in Sweden in December 2009 increased by 4.6%, compared with the corresponding month in the preceding year. According to the so-called Blixtindex issued by the Swedish Trade Federation (Svensk Handel), the Swedish clothing market increased by 4.1% in December. Total sales in comparable stores in all countries increased by 2.0%.

The calendar effect in December for the retail clothing sector compared with the corresponding month in the preceding year is according to the Swedish retail statistics agency, HUI, positive 0.2%.

The number of proprietary stores amounted to 240 at December 31, 2009, compared with 243 a year earlier. As of this month, Brothers & Sisters stores that are located adjacent to one another are reported as duo stores rather than two separate units, as they were in the past. Turnover in proprietary stores for fiscal year 2008/2009 amounted to approx. 75% of total annual net sales.

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RNB RETAIL AND BRANDS owns, operates and develops fashion, clothing, accessories, jewelry and cosmetics stores that focus on providing excellent service and a world-class shopping experience. Sales are mainly conducted in Scandinavia through the three store concepts Brothers & Sisters, JC and Polarn O. Pyret, as well as through shops in the department stores NK in Stockholm and Gothenburg, Steen & Ström in Oslo and Illum in Copenhagen. RNB RETAIL AND BRANDS has operation in 11 countries. RNB RETAIL AND BRANDS has been listed on the OMX Nordic Exchange since 2001.